General Business
MAJOR KENT.EDU/BUSINESS/MIS

Bachelor of Business Administration in General Business

- The general business major is designed for students who are undecided about the specific business major they want to pursue. It is also a good major for those who want a broad overview of business.
- The general business major provides students with flexibility to finish their last two years online or on campus.
- This major helps students prepare for the world of business, which increasingly demands that business graduates have cross-functional abilities.
- Students gain valuable work experience with an internship. Many companies use the internship as an extended job interview.

14 Minors & 1 Certificate
- Accounting
- Business
- Computer Information Systems
- Data Analytics
- Economics
- Entrepreneurship
- Finance
- Healthcare Systems Management
- Human Resource Management
- International Business
- Leadership
- Management
- Marketing
- Military and Leadership Studies
- Professional Sales Certificate

AVERAGE ANNUAL STARTING SALARY $38,164
AVERAGE INTERNSHIP WAGE $13/HOUR

WHERE can I get a job?
Charles Schwab Corporation • Cleveland Clinic • Fastenal • FBI
FedEx Corporation • The Goodyear Tire & Rubber Company • JPMorgan Chase & Co. • KeyCorp (KeyBank) • OnBase by Hyland (Hyland Software Inc.) • PricewaterhouseCoopers (PwC) • Quicken Loans, Inc. • The Sherwin-Williams Company • Target Corporation • And more!

Information based on academic year 2017-18
General Business Major

“I chose general business because I wanted to explore the different possibilities the business world has to offer and to ensure that I’m making a decision that I will enjoy and benefit from greatly in the future.”

Jackson Smith
General Business

The Career Services Office (CSO) in the College of Business Administration provides one-on-one consults, workshops and networking events. Our career advising team is available the moment you step on campus to prepare you for finding and securing that next internship, co-op or full-time opportunity. Learn more at www.kent.edu/business/careers.

EDUCATION ABROAD

Summer, spring break, winter break and semester-long education abroad options are available.

During the past academic year, College of Business Administration students studied abroad in locations such as:

- Brazil
- Cayman Islands
- France
- Greece
- India
- Italy
- Switzerland

Scholarships available
Learn more at www.kent.edu/business/education-abroad.

The Business Learning Community (BLC) makes the large university seem smaller by helping first-year students transition into college. BLC interest groups include general business exploration, accelerated educational experience, diversity in business and international business. For more information, visit www.kent.edu/business/blc.

17 PROFESSIONAL & HONORARY ORGANIZATIONS in the College of Business Administration

- Accounting Association
- American Marketing Association
- Beta Alpha Psi (accounting honorary)
- Beta Gamma Sigma (business honorary)
- Business Professionals’ Roundtable (Dean/Assistant Dean student advisory committee)
- Delta Sigma Pi (business professional organization)
- Financial Management Association
- Institute of Management Accountants
- Management of Information Systems Association
- Net Impact (social and environmental transformational organization)
- Omicron Delta Epsilon (economics honorary)
- Pi Sigma Epsilon (sales professional organization)
- Sigma Nu Tau (entrepreneurship honorary)
- Society for Human Resource Management
- Start-up Kent State (entrepreneurial organization)
- Student Economist Association
- The Network (professional and social networking organization geared toward diversity in business)

Bold denotes organizations suggested for General Business majors.

More information is available at www.kent.edu/business/student-orgs